What Society is Doing

BY NONA LAWLER

THE maids and men of the younger set are much interested this evening in the Friday night dancing club's party which will be held at Christensen's hall. This is the fifth of the series of six subscription parties which the Friday Night club is giving this year. These dances are especially interesting to the debutante set and are among the very smart events of the season. The patronesses include Mrs. J. Wesley Ladd, Mrs. E. C. Shevlin, Mrs. Adrian S. Fleming, Mrs. Elliott H. Corbett, Mrs. John K. Kollock, Mrs. Erskine Wood, Mrs. Charles Hindman and Mrs. William Hurd Lines.

* * *

Congratulations Received.

Messages of congratulation are finding their way to Mr. and Mrs. W. S. Dinwiddie, whose home was gladdened with the arrival this morning of a little son.

* * *

J. U. G. Club.

Tomorrow evening at the Irvington Tennis club the J. U. G. club will hold another of their delightful dancing parties. The club members include a group of girls of the school set in Irvington.

* * *

Miss Joland Feted.

Mrs. C. W. Jensen entertained last Saturday evening for Miss Mabel Joland of Salem, who made her departure Wednesday for San Francisco, where she will meet her relatives and attend the exposition, and later visit throughout the southern part of the state.

* * *

B. B. Bridge Club Meets.

The B. B. Bridge club met on Saturday afternoon at the home of Mrs. Sarah Moore. Mrs. Dora Bolter received the high score. Those present were Mrs. Dora Bolter, Mrs. Harry J. Miller, Mrs. M. H. Gunther, Mrs. Julius Dilg, Mrs. Herman Frostdorf, Mrs. William T. Norton, Mrs. Shephard, Mrs. Sarah Moore, Mrs. Maude Giles, Miss Winnifred Kendall, Miss Lieta McCarver and Miss Hazel Coote.

The next meeting will be with Mrs. Julius Dilg.

* * *

Miss Hembree Hostess.

A charming hostess of Wednesday evening was Miss Maxine Hembree, who entertained the Delta Alpha club and a number of additional guests with a musicale. The reception and drawing rooms were beautifully decked with spring blossoms and ferns. Before refreshments were served, a musical contest was held, honors falling to J. C. Allen, Stella Conrad and Anthony Conrad. Many enjoyable musical selections were given by Miss Hembree, Miss Conrad, Miss Maud Burgraff and Alton Gunderson. Those present were the Misses Maude Burgraff, Clara Johnson, Stella Conrad, Liva Jackson, Pearl Westburg, Martha Allen, Isabella Munn, Ethel Richmond, Mary Reynolds, Maud Hively, Ethel Price, Mamie Barkman, Mildred Jackson, Hila Jackson, Ina Winkleman, Mae Floding, Violet Link, Abbie Coryell, Mae Johnson and Mildred Oppenlander; Mrs. Farrington, Mrs. Robert Elmer Smith, Mrs. A. L. Hembree, Mrs. John Burgraff, and the hostess; Messrs. H. R. Sallisbury, J. C. Allen, Harry Johnson, Alton Gunderson, Anthony Conrad, Clegg Hosea, E. Earle Hembree, Herman Oppenlander, Earl Shereves, James Richmond, A. P. Rasmussen, H. Johnson, C. B. Harrison, E. Reynolds, Arthur Allen, E. B. Gabriel, Albert Hembree and I. B. Mosher.

* * *

Portland Heights Club.

The first post-Lenten affair of the Portland Heights club will be given tonight for young and old. Special accommodations will be provided for those who prefer cards to dancing. The plan of having a different social committee each month, instead of one for the entire season, has proven a great success, resulting in parties varying in character, according to the ideas of the different committees, but all highly enjoyable.

* * *

Society Notes.

Mr. and Mrs. Thomas Neash of Boston, Mass., who have been traveling extensively for the past six months, visiting the Grand Canyon, Yosemite and the exposition at San Francisco, left Portland for their home last Monday after visiting their cousins, Mrs. A. R. Mattingly and A. B. Richardson, of this city.

* *

Diana O'Moore Phillips of Vancouver, B. C., a well known vocalist, is a guest at the Hotel Malloy.

* *

Mrs. A. Robinson and daughter Nettie, of the Keeler apartments, started for California last Sunday evening. They are visiting friends and relatives in Los Angeles, Santiago and San Francisco, where they will remain until about October.

—Photo by C. Elmore Grove.

Miss Virginia Brown, a popular Lincoln High School girl.

MUSIC LOVERS REVEL IN STERLING RENDITION OF "AIDA" AT BAKER

Popular Priced Opera Proves as Popular in Fact as in Name.

By J. L. W.

Popular priced grand opera seems to be popular here in fact as well as name, for last night the opening performance of the Lambardi Opera company drew a capacity house to the Baker theatre. From the orchestra pit to the uppermost seat in the gallery not an unsold seat remained. Business Manager D'Allatour called it good business and was well satisfied. If such splendid attendance continues, Portland may retain the Lambardi company for an indefinite period, a month or more.

General Director Cecchetti, the hardest working individual in the entire company, was much pleased, too, for the audience was responsive and applauded with genuine enthusiasm that indicated real appreciation.

Verdi's magnificent "Aida" was the opera chosen for the opening performance and it was adequately staged. Apparently many of the costumes were brand new.

The cast of principals was splendid, with Katherina Lynbrook, American, in the title role. Miss Lynnbrook is a dramatic soprano of sparkling voice with a wide range and seemingly unlimited power. She would be ideal for Wagnerian roles, as for instance Elsa in "Lohengrin." As Aida she was a trifle tall for the tenor, Eugenio De Falso, as Radames, who on the other hand is a bit short in his 5 feet 8 or less, but whose fresh and sparkling voice compensates for his shortcomings in stature. The aria, "Celeste Aida," in the opening scene was sung with such fervor and beauty of style and color that DeFalco had to repeat it twice.

In Olinto Lombardi, the company has a splendid basso, who has not only the depth of voice but also the ideal appearance. As Ramphis, the high priest, he scored a bit hit. Luisa Cecchetti, mezzo soprano, sang Amneris in the required commanding style, and with the others came in for much applause. Filippo Benyam as Amonsaro, father of Aida, revealed a mellow, pleasing baritone voice.

The orchestra of local musicians as a whole did well, taking into consideration the fact that there had been comparatively little time for rehearsals.

Society and veteran opera lovers appeared in full force, and music students fairly reveled in the opportunity to drink in the operatic "atmosphere."

Tonight's opera is Verdi's "Traviata" with Genia Trivelli, lyric soprano, as Violetta, and Gerolamo Ingar, lyric tenor, as Alfredo.

Romance of Hope Type, Star's Best

"The Unafraid," with Rita Jolivet, is the Lasky offering holding the Star's screen for the remainder of the week. It is a romance of the Anthony Hope type, with generous proportions of melodrama, but it proves only fairly good.

The story is placed with Montenegro and deals with two brothers, one good, the other bad. The bad one seeks to betray his country, the good one prevents it, with an American heiress playing an important role in the developments. The brothers and the secret agent are played by perfectly unmistakable Americans, while the American heiress is portrayed by a perfectly unmistakable French woman.

The story progresses with jumps and bounds minus a number of necessary explanatory links. Miss Jolivet is beautiful and talented. House Peters makes all he can of the good brother, and Page Peters portrays the bad one. The interior settings are good and there are some effective exteriors. A good Nestor comedy and Pathe weekly complete the bill.

What Do You Want?

Think it over and then try to obtain it with the aid of a Want Ad in the Swap Column of The Journal. Ad.

FRATERNAL NOTES

Degree of Honor's Highest Officer Will Visit Portland.

Mrs. Frances Buel Olson, superior chief of honor of the Degree of Honor, A. O. U. W., the highest officer of that order, will be a guest of the Oregon grand lodge at its meeting in the Multnomah hotel April 19 and 20. She will be met en route from San Francisco by Mrs. Margaret Herrin of Portland, grand chief of honor, and may visit lodges of the D. of H. in Eugene, Albany, Salem and other places if arrangements can be made.

* *

Grand Warden on Visit.

Henry S. Westbrook, grand warden of the grand lodge of Oregon, Independent Order of Odd Fellows, will visit The Dalles April 29 and on behalf of the grand master, William Galloway, will dedicate the new Odd Fellows' hall there. He will visit the Stayton lodge April 26 and deliver the anniversary address.

* *

Grand Chief Visiting Lodges.

Mrs. Margaret Herrin, grand chief of the Degree of Honor, A. O. U. W., is in Lane, Linn and Benton counties this week visiting local lodges. She will continue the visits next week.

* *

The United Artisans of Portland claim 12,000 members in Oregon, of which 8000 are in Multnomah county. There are 20 assemblies in the county.

* *

Clan Will Meet Tonight.

Clan Macleay will have games and a social time tonight at the K. of P. hall, starting immediately after a short business meeting. The clan will give its annual "Gathering of Clans" concert and dance April 30.

* *

Alberta Assembly to Entertain.

Alberta assembly, United Artisans, will give a card party and dance at East Seventeenth and Alberta streets, April 14.

SUGGESTIONS WANTED FOR CHOOSING QUEEN OF FIESTA OF ROSES

Plan Must Include No Expense to Contestants, Say Directors.

SEND JOURNAL YOUR IDEA

Intention Is to Make Queen and Princesses Truly Popular Rulers; Contest Closes April 17.

How Shall the Queen Be Chosen?

Have you an idea on the proper method of selecting the queen of the coming Rose Festival?

Last year's plan of conducting a voting contest was efficacious, but the festival directors want something new, a plan that will entail no expense to the candidates and yet afford the widest possible range so that the queen and her six princesses may represent the greatest number of people.

To this end, the plan of holding a suggestion contest has been decided upon.

Send your plan to
The Journal's Queen Contest Editor
not later than April 17.

An elaborate ceremony calling for the crowning of the queen at the festival center on the park blocks and a stage setting for the event that will produce a miniature fairyland, are features of the program of the 1915 Rose Festival.

To secure a queen and six princesses that will represent the greatest number of people of the city is the one desire of the board of governors, and Portland residents are asked to submit suggestions for a contest plan that will give the fiesta a queen and royal escort that will make her highness in very truth the most popular ruler that ever occupied a throne.

The plan of festival directors is to have no expense to contestants, nor money consideration for votes. The contestants must be residents of Portland or its suburbs.

Dean Vincent, festival director and chairman of the queen contest committee, says that the central idea of the contest will be to secure a queen and princesses that will represent the choice of the largest number of people.

"By this plan," says Chairman Vincent, "everyone in Portland will have an opportunity to submit a plan. The suggestion contest will close the night of April 17. The details of the best plan will be announced soon thereafter."

L. D. Hughes Accused.

To bring L. D. Hughes back to face charges of larceny by bailee, Jailer George Hurlburt is on his way to Lowell, Mass., armed with extradition papers. Hughes was first charged with stealing a diamond ring and some cash entrusted to his care by his fiancee, Miss Maud Penny. Later a charge was brought by the Unique Tailoring company.

Makes Your Stuffed, Catarrhal Head Clear as a Bell

When you wake in the morning plagued with the tortures of head colds and catarrh, head, nose and throat stopped up, air passages clogged with obnoxious, catarrhal discharges that have collected during the night and you can hardly breathe—just put a little Hyomei Pocket inhaler charged with the pleasant healing oil of Hyomei between your lips. Hold it there while dressing and breathe the medicated, antiseptic, germ killing air deep into your nose, throat and lungs with every breath you draw.

By the time you are dressed your head will be as clear as a bell, you will breathe with ease and comfort, eat your breakfast with a relish and go about your day's work with a clear brain and steady eye.

This clean smelling, germ destroying air of Hyomei penetrates deep down into every fold and crevice of the membranous linings of your nose, throat and lungs where no liquid spray could possibly get and absolutely kills and drives out of your system every germ it finds there, heals the inflamed swollen tissues and after the very first trial you notice a wonderful improvement. A few weeks' use and every catarrhal germ is killed and driven out of your system.

Druggists everywhere think so well of Hyomei that they agree to give you a guarantee with every complete inhaler set you purchase that if it does not satisfy they will gladly return every cent you paid for it, but if using for the first time be sure to ask for the complete Hyomei Pocket Inhaler outfit, as the smaller package does not contain the inhaler. The Owl Drug Co., or most any other reliable druggist will gladly supply you on request. Adv

BEWARE of dangerous benzine, naphtha or gasoline for all cleaning purposes.

For Safety's Sake—Demand
CARBONA
Cleaning Fluid
Removes Grease Spots Instantly
15c, 25c, 50c & $1 Bottles — All Druggists

Don't Buy Molasses, Unless It's Pelican Open Kettle

New Orleans Molasses—On Special Sale at All Grocers Next Week

Pelican is a strictly high-grade, genuinely-pure, open-kettle Molasses from that section of New Orleans where the best Molasses is produced. The special price concession is made to acquaint you with its merits—try it. You'll like Pelican.

Don't Forget the Tea Garden Recipe Contest

$75 First Prize ---- Second $25

If you've tried your skill at making Tea Garden dainties, send us the recipe. It may be just the one to get one of the cash prizes for the Best Tea Garden recipe.

Tea Garden is a delightful food syrup for the children. Ask your grocer for a can.

Pacific Coast Syrup Co.
Portland Oregon

CANDY DAY—Tomorrow—Delicious Candies Underpriced—Bargain Circle, First Floor
Take Down Town Luncheon in Our Tea Room on the Fourth Floor — Prompt Service

THE LADIES HOME JOURNAL PATTERNS

Olds, Wortman & King
Reliable Merchandise — Reliable Methods
Pacific Phone Marshall 4800 — Home Phone A-6231

Sporting Goods
FOURTH FLOOR
Full line Fishing Tackle, Baseball and Tennis Goods, best makes at lowest prices. Headquarters for Hammocks, Tents, Lawn and Porch Swings. New 1915 models in Go-Carts, Baby Carriages, etc., now on exhibition here.

Double Trading Stamps
All Over the Store Tomorrow

Great Book-Filling Event for Stamp Savers

Fill Your Books in a Hurry by taking advantage of these Special Double Stamp Offerings. Thousands of beautiful and Useful Articles to choose from Absolutely Free. Visit the Premium Parlors on the 4th Floor and see for yourself.

4 Splendid Bargains in Dainty New Waists

DEPT. SECOND FLOOR—This notable sale of dainty Waists will make friends for our popular Waist section. Scores of styles in the season's newest materials.

WAISTS AT $1.39—Many dainty styles shown in this lot. High and low necks, long and short sleeves. Made from fine, sheer marquisettes, lawns, batistes, etc. All sizes. Priced special $1.39

WAISTS AT $3.95—In this assortment are many of the season's newest models with new long or short sleeves. Trimmed with tucks, etc. Materials are crepe de chine, tub silk, taffetas. Special $3.95

WAISTS AT $5—Attractive new Waists of shadow laces, nets, Georgette crepes, crepe de chine and voiles. Latest models, trimmed with hand-embroidery, lace insertions, silk bands, etc. Choice of dozens of pretty styles. Price..... $5

WAISTS AT $6.75—Beautiful models of laces, crepe de chine, taffetas, etc., in latest effects. All popular colors. Priced $6.75

Just In From New York

One hundred Women's and Misses' Tailored Suits in the latest models—Also a new shipment of Women's and Misses' Coats—Second Floor.

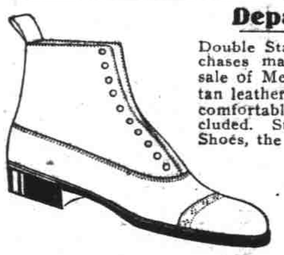
Drugs & Toilet Articles
Underpriced for Saturday

15c Pears' Unscented Soap 12c
15c 4711 White Rose Soap 12c
$1 Imported Bocabella Castile Soap priced special, the bar 65c
10c Monkey Scouring Soap 5c
10c Hand or Kitchen Sapolio 7c
25c Massatla Talc. Powder 11c
25c Imperial Talc. Powder 12c
50c Dora Bourjois Powder 39c
25c Petro, 1-pound jar, now 10c
25c Denver Mud, on sale at 15c
50c size 30c; $1.00 size at 60c
25c Pasteurine Tooth Paste 15c
50c Cold Cream in jars now 28c
25c Ricksecker's Cold Cr'm 15c
50c Swamp-Root on sale at 39c
10c Fluff's Moquet, for hair, 5c
50c bottle pure Olive Oil at 35c
25c Hospital Cotton now at 18c
50c Sanitary Napkins now 35c
50c Phenolax Wafers now 35c
Regular $1.00 Listerine for 59c
25c Frostilla, special at 14c
50c Canthrox, special at ...39c
25c Tooth Brushes now at 15c
25c Vel-Chamel for cleaning on sale tomorrow at, special...15c
25c Lyons' Tooth Powder 15c
50c Sempre Giovine now at 28c
50c D. & R. Cold Cream at 35c
35c Fletcher's Castoria at 23c
25c Packer's Tar Soap now 14c
25c Corylopsis Talcum at 12c
15c Toilet Paper, full 1500 sheets to the roll. Special at only 10c
50c Hair Brushes on sale at 39c
$1.50 Hedden's Toilet Water $1
10c Fairskin Oatmeal Soap 7c
50c Fitch's Hair Tonic at 35c
50c Sterne's Rouge, special 28c
75c Pompeian Mas. Cream 49c
25c Lustrite Salve and Enamel on sale tomorrow at only 18c
25c Graves' Tooth Powder 15c
25c Bathasweet on sale at 17c
5c Emery Boards on sale at 2c
10c Jergen's Old-Fashioned Glycerine Soap on sale at, cake 7c
Good grade Whisk Brooms 10c

$1 Hair Brushes 50c

Main Floor—Special offering tomorrow. Rubber Cushion Hair Brushes, standard $1.00 grade. Priced special at 50c

Men's $5 Shoes $3.85
Department Main Floor



Double Stamps tomorrow with all Cash Purchases made throughout the store. Special sale of Men's High-Grade Shoes in black and tan leathers. Lace and button styles in good, comfortable lasts. New English models included. Standard $4.50 and $5.00 Shoes, the pair $3.85

Women's Shoes $2.95

MAIN FLOOR—Women's Spring Footwear—high shoes in lace and button styles, suede, patent, dull calf, vici and cravenettes. Many Cloth tops are included. Worth to $6.00 pair.... $2.95

WOMEN'S LOW SHOES—1000 pairs Women's Pumps and Oxfords in various popular styles—some with straps. Strictly high-grade footwear selling in the usual way up to $5.00. Priced special for this sale at, pair $2.95

Kleen-It Cloths for Silver

Main Floor—Special reduced prices on Kleen-It Cloths tomorrow.

5c Kleen-It Cloths at, each..3c
10c Kleen-It Cloths at, each..7c
15c Kleen-It Cloths at, each 10c
20c Kleen-It Cloths at, each 15c

Demonstration of Borden's Milk

Main Floor—Borden's Malted Milk should be in every home. A delightful beverage—healthful and invigorating for old or young. Try it Free at the demonstration booth.

SPECIAL PRICES
Regular 50c size now for 40c
Regular $1.00 size now for 80c
Reg. $3.98 Hospital size $2.98

Free Treatment Maurine Toilet Preparation, in the Rest Rooms, 2d Floor

Well-groomed, dainty, fair and wholesome—without any appearance of make-up—this is what every woman seeks. Maurine softens the skin and causes disappearance of blackheads and large pores. Visit the Rest Rooms on the Second Floor and Receive a Free Treatment.

Saturday Sales
In the Basement

Double Trading Stamps will be given with all Cash Purchases made tomorrow in all departments of the store.

Women's Suits $5.00

Basem't—Women's and Misses' Suits—odd lines in good, seasonable styles. Black and fancy mixtures. All perfect fitting and nicely tailored. Regular $15 Suits, at.... $5.00

Union Suits for 25c

Basement—Women's Spring weight Union Suits—low neck, sleeveless style, with either tight-fitting or loose knee, trimmed with lace. All sizes. Special, suit..... 25c

Boys' 75c Pants 49c

Basement—Special one-day sale of Boys' Corduroy and Serge Pants. Ages 8 to 16. Made to stand hard usage. Priced special, a pair 49c

Shoes to $4 at $1.98

Basement—Hundreds of pairs Women's New Spring Shoes in lace and button styles. Many with the new colored tops. Worth to $4.00 at, the pair $1.98

$2.50 Kimonos, $1.00

Basement—Women's Long Kimonos of dainty cotton crepes, in attractive patterns and colors. regular $1.50 and $2.00 grades, on sale one day at $1

$1.25 Muslinw'r, 50c

Basement—Women's Sample Undermuslins in newest styles. Slightly soiled. Gowns, combinations and skirts. Garments worth up to $1.25, your choice 50c

35c Ribbons, 19c Yd.

Basement—5-inch All-Silk Ribbons in great many different patterns and all leading colors. Regular 35c grades, on sale at, yard 19c

Women's Silk Hose 39c

Basement—Women's Allover Silk Hose in fast black, with double heel, sole and toe. Mill seconds of splendid quality. Shown in all sizes. Special, pair 39c

Saturday Sale Trimmed Hats

Choice of 300 Beautiful New Models Just Rec'd — Models Worth Up to $12.75—Saturday $4

Double Stamps With All Cash Purchases Made Tomorrow

MILLINERY SALONS, SECOND FLOOR—Direct from New York come these beautiful new Trimmed Hats we place on sale tomorrow. The styles represent fashion's latest creations for late Spring wear—smart models in tailored effects to go with the new suits—also exquisite flower-trimmed models for dress occasions. The assortment comprises just 300 hats, and there is scarcely more than one or two of a style, thus affording an extraordinary opportunity for every woman to choose a pleasing model. New small and large sailors and other wanted shapes in splendid quality straws. Especially strong showing of the new black-and-white effects. Hats in this lot worth to $10.00 and $12.75, Saturday..... $4

Men's and Boys' Spring Apparel!

Special showing tomorrow of Men's and Young Men's New Spring Suits—hand-tailored throughout. Exceptionally fine fabrics and choicest of patterns. Prices range $15, $20 and $25.

New Spring styles in Men's Soft and Stiff Hats now ready. "Schoble," "Shedrain," and other famous makes, $2 to $4.

Beautiful new patterns in Men's Wash Ties, all colors. Priced 25c and 50c.

Men's New Soft Cuff Shirts, $1.50 grades $1.15

Men's $1.25 Light Weight Ribbed Union Suits, sizes 34 to 50. Special 95c.

Boys' and Children's Hats in all the new shapes for Spring and Summer on display. New Rah Rahs 50c to $1. Boys' Balmacaans $1 to $1.50. Complete line new Straws $1.50 up to $6.50.

Extensive showing of Children's New Wash Suits in daintiest of patterns and fabrics. Prices range 98c to $7.50.

We have just received another shipment of 200 Boys' Norfolk Suits with 2 pair pants, to sell at $6.50. Exceptionally well made and latest patch pocket models. Ages 6 to 18. Price, suit $6.50.

Boys' $6.50 Blue Serge Norfolk Suits Spec'l $4.95